

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**June, 2015**

**00260**

**BFW-027 : PERSONALITY DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any seven questions. All questions carry equal marks.*

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1. Discuss the uses of Internet and World Wide Web (www) with special emphasis on their utility in Personality Development. 10
2. What are the "do's" and "don'ts" in an effective personal interview ? 10
3. What are the strategies that you would adopt to introduce a new design of footwear in the market ? 10
4. "Intonation and stress" can bring changes in communication. Illustrate with examples. 10
5. What are gestures ? How are they helpful in communication ? 10
6. "Failure is a stepping stone towards success." Discuss. 10

7. What do you understand by “Kinesis” or “Body Language” ? Explain the same with suitable examples. 10
  8. What are the personality traits of a good leader ? 10
  9. What are the factors that play an important role in making a first impression ? 10
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